Don’t follow a path. Make one.

See yourself at USC Marshall School of Business.
The launchpad for your future.

WELCOME TO MARSHALL.
WELCOME TO LOS ANGELES.
WELCOME TO THE WORLD.

As a member of USC Marshall’s dynamic network, you’ll tap into the rich opportunities available both near and far. From immersive on-campus classes and facilities to off-campus experiences in Los Angeles and around the world, we can promise your 4 years at Marshall will be anything but boring.

We’re located in the heart of LA, a city where some of the most legendary careers have taken off. Home to industries both historic and emerging—from finance and manufacturing to entertainment and tech—business lives and breathes in this city on a global scale. Not only do Marshall students explore the best that Los Angeles has to offer, but they’re venturing around the globe for international study abroad programs and internships. There’s no better setting for unleashing the sky-high potential that Marshall students come here to fulfill.
Make an executive decision about your education.

MARSHALL STUDENTS HAVE OPTIONS.

We’re taking a cue from how some of today’s most successful companies foster team growth. At Marshall, we let students take the reins to pursue their passions—empowering them to shape their program to suit their individual needs, interests, and ambitions.
Entrepreneurial edge. There are ample opportunities to learn how to put an idea into action, and even get it funded, right here at Marshall.

- The Greif Center for Entrepreneurial Studies’ annual New Venture Seed Competition awards upwards of $75,000 to startup ideas.
- The 10-week summer startup incubator—called AIM—includes one-on-one training.
- The Silicon Beach @ USC awards more than $50,000 to tech and entertainment ventures.

USC MARSHALL WAS THE FIRST BUSINESS SCHOOL TO OFFER AN INTEGRATED ENTREPRENEURSHIP PROGRAM TO UNDERGRADUATE STUDENTS.

International experience. Step out of your comfort zone and soak up inspiration. Pursue programs in any of 31 countries, as early as your first year.

Dual majors and joint programs. Tailor a double degree program to your career goals, like Business Administration and Computer Science, or an emphasis in Cinematic Arts. At USC Marshall, you can choose from more than 150 majors and minors to combine with your degree.

10% OF STUDENTS PURSUE A DOUBLE MAJOR. 23% PURSUE ONE OR MORE MINORS.

Mentorship opportunities. Our faculty includes business leaders from the highest levels, making certain your curriculum is direct from the front lines.

THE MARSHALL CONNECTIONS PROGRAM UNLOCKS MENTORSHIP OPPORTUNITIES WITH OUR STAR FACULTY.
Preparing for today’s business world requires a truly global perspective.

GO GLOBAL.

The most potent learning experiences come from breaking out of your comfort zone. A Marshall education is a truly global one, with opportunities to see and experience business abroad, as well as unique international touch points here at home.

Because Los Angeles is one of the most international cities in the world, we take full advantage of the city we call home.
1st
THE WORLD BACHELOR OF BUSINESS (WBB) IS THE FIRST 4-YEAR, 3-CONTINENT, 3-DEGREE PROGRAM IN THE WORLD. SEE PAGE 11 FOR DETAILS.

5th
LA RANKS AS THE 5TH MOST DIVERSE MAJOR CITY IN THE COUNTRY (POPULATION >1M).

21%
OF MARSHALL STUDENTS ARE INTERNATIONAL.

75%
OF FRESHMEN GET INVOLVED IN INTERNATIONAL PROGRAMS.

NEARLY 1,000 MARSHALL STUDENTS PARTICIPATE IN INTERNATIONAL PROGRAMS EACH SCHOOL YEAR.

- LEARNING ABOUT INTERNATIONAL COMMERCE (LINC) 271
- INTERNATIONAL EXCHANGE PROGRAM 229
- SUMMER INTERNSHIPS 100
- EXPERIENTIAL CORPORATE LEARNING PROGRAM (ExCEL) 94
- GLOBAL BRIGADES @ MARSHALL 82
- GLOBAL LEADERSHIP PROGRAM (GLP) 76
- WBB GLOBAL SOCIAL IMPACT PROGRAM (GSI) 45
- TRANSFER INTERNATIONAL EXPERIENCE PROGRAM (TIE) 25
Los Angeles.


**Los Angeles by the Numbers.**

- **2nd**
  - Hottest Food City in America, according to Zagat

- **6th**
  - Largest State GDP (California) in the World

- **15**
  - Beaches

- **20**
  - Michelin-Star Restaurants

- **20th**
  - LA County’s Global GDP Ranking

- **144**
  - Nationalities

- **224**
  - Languages Spoken

- **231**
  - Startups Funded Annually, with Some $4.2 Billion Dollars

**More New Businesses Formed in Los Angeles County Than in Any Other in the United States (2010–2014).**

- **14,540**
  - Los Angeles County, California

- **6,790**
  - Miami-Dade County, Florida

- **6,510**
  - Kings County, New York

- **5,990**
  - Harris County, Texas

- **4,430**
  - Orange County, California
MORE MUSEUMS AND THEATERS IN LOS ANGELES THAN ANY OTHER CITY IN THE UNITED STATES.

240 PUBLIC LIBRARIES

577 HERITAGE AND HISTORICAL SITES

434 ART GALLERIES

510 LIVE MUSIC VENUES

474 BOOK SHOPS

231 MUSEUMS

MADE IN LA.

Clutter
CrowdStrike
Dollar Shave Club
The Honest Company
Parachute
Ring
Snapchat
Thrive Market

LA CULTURE NEAR CAMPUS.

472 feet
California Science Center

0.2 miles
National History Museum of Los Angeles County

2.2 miles
Staples Center

8.7 miles
Los Angeles County Museum of Art

8.9 miles
Griffith Observatory

14.4 miles
Santa Monica Pier
Full of curiosity.
Driven to create.
Ready for impact.

WELCOME TO THE REAL WORLD.

At Marshall, in-class learning is matched only by rich experiences outside the classroom. In fact, solving real-world problems leads to some of the most profound growth you’ll encounter in your college experience. USC Marshall Undergraduate Career Services offers special opportunities for students to immerse in the business world and cultivate invaluable skills.
Career Advantage Program (CAP)
350 students pair with 125 mentors from the business community each year to develop students’ professional, interpersonal, and networking skills that will be crucial to career success.

Experiential Learning Center (ELC)
The ELC facility plays host to experiential activities designed to simulate real-life business situations—building skills in leadership, teamwork, communication, negotiation, and decision-making.
We’re in the business of providing a well-rounded education.

With 3 majors and varying joint programs and degrees available to Marshall students, our program flexibility allows each student to navigate a unique path forward.

**Business Administration**

Students combine in-depth knowledge of business theory and practice with a concentrated foundation in the liberal arts. Students can choose an emphasis in any of Marshall’s 7 academic departments:

1. Business Communication
2. Data Sciences and Operations
3. Lloyd Greif Center for Entrepreneurial Studies
4. Finance and Business Economics
5. Leventhal School of Accounting
6. Management and Organization
7. Marketing

Marshall’s Business Administration major is also home to several joint programs, which offer unique opportunities for students to add a specialty expertise:

- Business Administration and Computer Science
- Business Administration and International Relations
- Business Cinematic Arts (BCA)

**Accounting**

Accounting majors receive their degrees within the Leventhal School of Accounting, a close-knit community of students, faculty, staff, and alumni.

And because your accounting education will likely continue after receiving your undergraduate degree, USC Leventhal offers two progressive master’s programs: Master of

**World Bachelor in Business (WBB)**

As the only 4-year, 3-continent, 3-degree undergraduate program offering in the country, WBB students experience far more than a traditional study abroad experience. WBB students study across the globe, growing their business, entrepreneurial, and foreign language skills. What does a 4-year program for WBB students look like?

- **Year 1:** Build your business and leadership skills at USC. Study client relations on a 10-day trip to South America.
- **Year 2:** Spend your sophomore year at the Hong Kong University of Science and Technology (HKUST), studying global finance and manufacturing automation.
- **Year 3:** Take off to Università Commerciale Luigi Bocconi in Milan, Italy, to learn about global negotiation, economic policies, and management.
- **Year 4:** Choose your own adventure for the final year in Los Angeles, Hong Kong, or Milan, focusing on your chosen discipline. Upon graduation, you’ll receive degrees from all 3 universities.

**16%**

Accounting Progressive Program Acceptance Rate: 160 students out of more than 1,000 applications

**25-30%**

of students in the Accounting Progressive Program are USC Marshall Undergraduates.

**3,352**

Business Administration

**536**

Accounting

**176**

World Bachelor in Business
Key immersion opportunities:

**International Exchange Programs (IEP)**
Study abroad at any of our 33 partner schools, or host students traveling internationally to USC.

**Global Summer Internship Program**
Spend 8–10 weeks in Dublin, London, Madrid, Singapore, Hong Kong, Prague, Berlin, or Milan.

**Marshall International Summer Internship Program (MISIP)**
Take a 2-month internship in Indonesia or Thailand.

**Global Fellows Internship Program**
Live and work in Asia for 8 summer weeks.

**Global Leadership Program (GLP)**
Take a first-year leadership seminar, culminating in an invitation-only trip to Beijing and Shanghai.

**Learning About International Commerce (LINC)**
This 8-day trip takes first-year students to meet executives in economic hubs like Singapore, Buenos Aires, and Sydney.

**Experiential Corporate Learning Program (ExCEL)**
Go on a 10-day trip to meet with foreign businesses and government officials.

**Global Brigades @ Marshall**
Take a 1-week consulting trip focused on sustainability and the human condition in rural Central and South America.

**Case competitions**
Participate in yearly opportunities for students to compete in evaluating pressing world issues.
Join a worldwide network that is 360,000 strong.

TROJANS FOR LIFE.

The Trojan family: A vibrant network of USC alumni with a reputation that precedes it. Marshall students are perfectly positioned to leverage the network for business endeavors, both before and after earning their degree. Use it as a resource to form new relationships, soundboard new ideas, or just see where a conversation might go. You may be surprised.

25 top-hiring companies*
- Accenture
- AllianceBernstein
- Amazon
- Andersen Tax
- Bain & Company
- Bank of America Merrill Lynch
- Barclays
- BDO
- Bloomberg L.P.
- Boston Consulting Group
- Capgemini
- Centerview Partners
- Cisco Systems, Inc.
- Deloitte
- Ernst & Young
- Goldman Sachs
- Grant Thornton LLP
- J.P.Morgan
- KPMG
- Morgan Stanley
- Moss Adams
- NetSuite
- Oracle
- PricewaterhouseCoopers
- Wells Fargo

25 top internships*
- Aflac
- Bank of America
- Bank of America Merrill Lynch
- Brillstein Entertainment Partners
- Capital Group
- Cisco Systems, Inc.
- Deloitte
- Disney
- Ernst & Young
- Fox
- J.P.Morgan
- KPMG
- Live Nation
- Lionsgate
- Morgan Stanley
- NBCUniversal
- Northrop Grumman
- Northwestern Mutual
- PricewaterhouseCoopers
- UBS
- USC
- Viacom
- Warner Bros. Records
- Wells Fargo
- Wilshire Financial Network

*Companies that have hired the most USC Marshall alumni/interns, sorted alphabetically.
“This is one of the most diverse student bodies there is in the United States. Take advantage of that.”

— Jim Ellis, Dean,
Find the best version of you, to create the best version of the world.

**Greatness** shared.

To learn more about the opportunities at Marshall and for help navigating the admissions and financial aid processes, please contact:

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Office of Undergraduate Admissions  
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